



CALENDAR OF EVENTS

Feb. 11, 2021 Annual Meeting - Madison, WI
Mar. 11, 2021 Breakfast Seminar - Madison, WI
May 2-5, 2021 NPF - Nashville, TN
May 13, 2021 Breakfast Seminar - Madison, WI
Register at MadisonPCC.com

GREATER MADISON AREA PCC

2019 PCC OF THE YEAR SMALL MARKET

2016-2020 PCC PLATINUM AWARD
2012-2015 PCC GOLD AWARD
2011 PCC SILVER AWARD
2010 PCC BRONZE AWARD

ANNUAL MEETING

The GMAPCC Annual meeting will be held on
Thursday February 11, 2021
Due to COVID-19, it will be held for the first time as a virtual event.
The event will be from **8 a.m. to 11 a.m.**



Zach Brandon, President of the Greater Madison Chamber of Commerce, will be our industry presenter. The Greater Madison Chamber of Commerce represents more than 1,300 organizations and is focused on creating a foundation for growth for the Greater Madison region. Zach served as Deputy Secretary of the Wisconsin Department of Commerce and served in the agency's senior policy and external affairs role. Zach advised the Governor, Commerce Secretary and the Legislature on global trade and business development strategies with a heavy emphasis on expansion, investment and entrepreneurial development. Zach will talk about what the Chamber uses to promote itself and help make the Madison area a great place to do business.



Kevin Goss, Sr. Director of Postal Affairs & Business Solutions, Postal Source, will present 2021 Postal Promotions and Incentives. Kevin has a history of working in the marketing and advertising industry that has helped his customers understand and find value in mail.

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State of WI, Bureau of Publishing & Distribution

OCTOBER BREAKFAST EDUCATIONAL WEBINAR REVIEW



Small Business Administration Lead Economic Development Specialist Tammie Clendenning and Outreach and Marketing Specialist Lisa Taylor gave an information filled presentation that introduced the many ways in which the SBA can assist small businesses throughout the United States. The SBA works to ignite change and spark action so small businesses can confidently start, grow, expand or recover.

Tammie and Lisa explained the ways that SBA can help make that happen. Depending on the need and situation of a small business, SBA has a number of loan programs. They talked about how SBA can assist when applying for a Paycheck Protection Program loan. Federal contracting is available to small businesses and SBA can help navigate the process. Our speakers also provided names of organizations that can form an effective network of information and assistance for small businesses.

MARCH BREAKFAST SEMINAR

Join us on **Thursday, March 11, 2021**
when the GMAPCC presents:

“How to Create Your First Omnichannel Marketing Campaign”

The clamor for consumer attention only gets more complicated and crowded over time. Digital marketing experts now estimate that most Americans are exposed to around 4,000 to 10,000 advertisements each day! Maeghan Nicholson of Suttle-Straus will help you get your message through to your audience and to have them take action.

Program - 8 AM – 9 AM

This is a free event. This program will be held via ZOOM.
Register at madisonpcc.com

DID YOU KNOW?

232 – Employees recognized as heroic employees in 2019

1,400 – Postal owned buildings on the National Register of Historic Places

31,322 – Number of retail Post Offices

393,000 – Largest retail space (ft²), James A. Farley PO, New York, NY

35,800,000 – Address changes in 2019

66,000,000 – Passports processed in 2019

811,800,000 – Customer visits to Post Office retail units in 2019

2.6 billion – Visits to usps.com in 2019. One of the most visited government sites.

SO YOU THINK YOU KNOW YOUR FELLOW MEMBERS?

One of the three statements about this member is false.



TOM DIRING
General Manager,
United Mailing Services

- a) I come from a large family of nine kids. Four of us have birthdays that land in the same month within eight days of each other.
- b) When I was in college I did an internship at a radio station and actually had my own show (slot) during my senior year.
- c) I quit smoking a long time ago. After I quit, I rewarded my new found health by running in the Green Bay marathon.



(Answer is under "Did You Know")

PCC VOICE

The Greater Madison Area PCC invites you to join the LinkedIn group dedicated to PCC members, PCC Voice.

- Connect with other members
- Share ideas and best practices

If you do not have a LinkedIn account, please use Step 1. If you currently have an active LinkedIn account, start with Step 2.

Step 1: Sign up for a LinkedIn account:

https://www.linkedin.com/signup/cold-join?trk=guest_homepage-basic_directory

Step 2: Use this link to join the group:

<https://www.linkedin.com/groups/8303549/>

YOUR SUCCESS STORY HERE!

Do you have a success story you want to share with your fellow GMAPCC members? The implementation of a new product or service, a successful mailing campaign of your business or for a client? Maybe an experience of using the mail or working with the Post Office? We would like to highlight the activities that have advanced the businesses of our members in the newsletter. Please send your narrative to Bob Sheehan at Robert.c.sheehan@usps.gov.





**GREATER MADISON AREA
POSTAL CUSTOMER COUNCIL**

PO Box 14285
Madison WI 53708-0285

First-Class Mail
Postage and Fees
PAID
USPS
Permit No. G-10



**NATIONAL POSTAL FORUM WILL BE HELD MAY 2-5, 2021
AT THE GAYLORD OPRYLAND HOTEL & CONVENTION CENTER
IN NASHVILLE, TN.**

The NPF has partnered with the USPS to present the mailing and shipping industry's premier educational venue, trade show and networking event. Held every spring, the four-day NPF is the only event that works directly with USPS managers to provide the most comprehensive educational and networking platform possible for meeting the needs of the industry and postal customers. For more information and to register go to www.npf.org.

So mark your calendars and we'll see you there!